

EVOLVE / MEDIA

Adhesion Canvas

SPEC SHEET / V04.01.0416



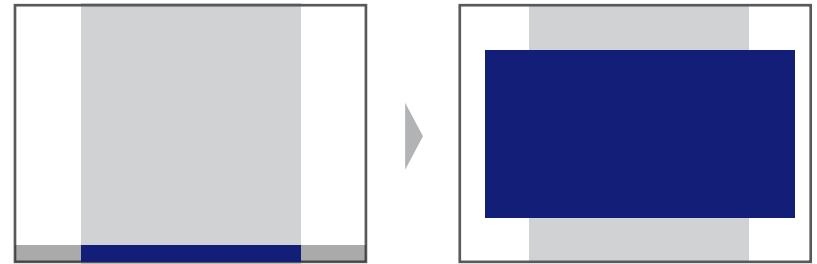
DESKTOP / TABLET

OVERVIEW: DESKTOP / TABLET

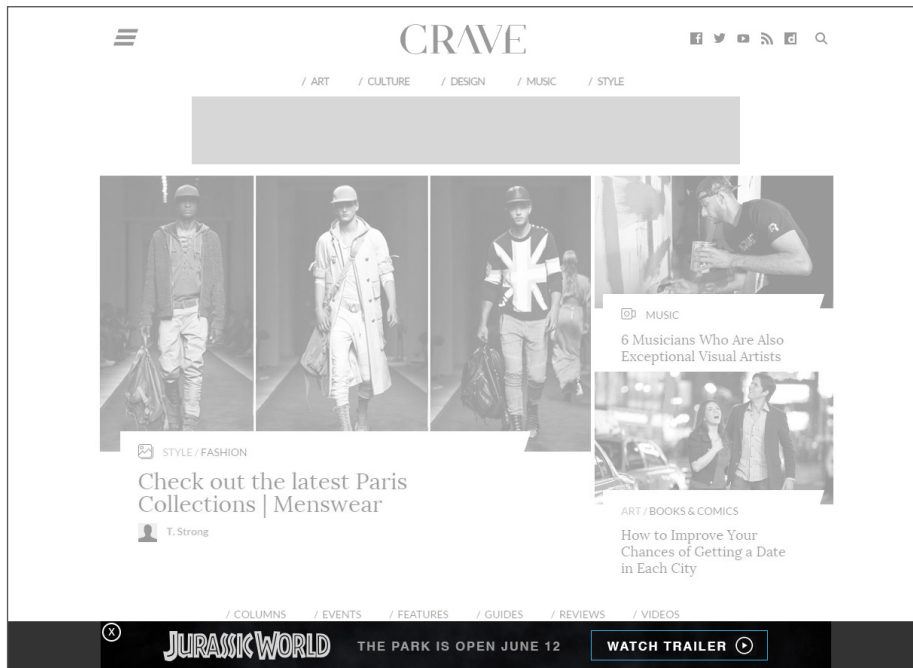
Adhesion Canvas adheres to the bottom of the browser window. Upon initiation, the unit expands over site content.

 [VIEW DEMO](#)

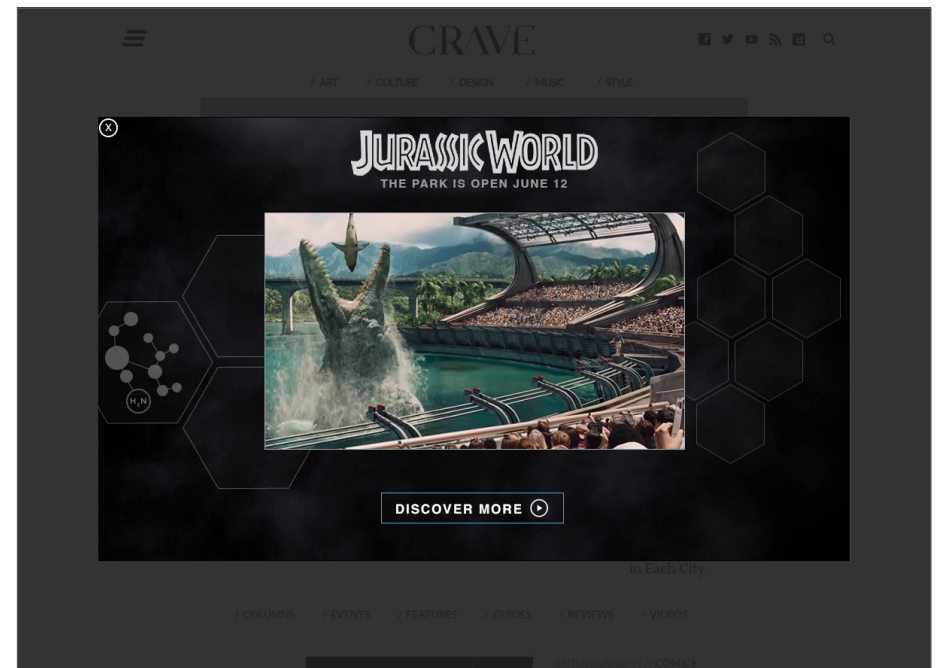
 [DOWNLOAD TEMPLATE](#)



IN CONTEXT



COLLAPSED UNIT



EXPANDED UNIT

DETAILS & REQUIREMENTS: DESKTOP / TABLET

UNIT DIMENSIONS

COLLAPSED UNIT

- 970x66

EXPANDED UNIT

- 1000x590

VIDEO SPECS

EXPANDED UNIT

- Supports up to 3 videos
- Video size: 560x315
- Video player cannot change position or size

ADDITIONAL DETAILS

- Expansion is rollover on desktop, and tap on tablet
- 0.3 second rollover delay required for expansion
- Close button required on both Collapsed and Expanded Unit
- Animation is not supported
- Video is tap-to-play on tablet

REPORTING METRICS

- Impressions
- Click-through
- Engagement Rate
- Interaction Rate
- Click-through Rate
- Video Completion Rate

ASSETS REQUIRED

HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator
- After Effect

FONTS

- TTF or OTF format

CREATIVE BRIEF / GUIDELINES

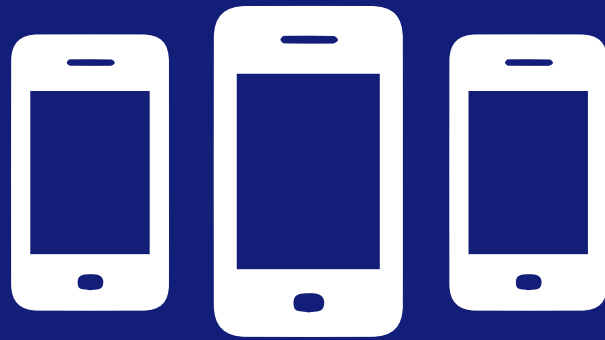
- Copy / Selling Points
- Release Messaging with Schedule
- Calls to Action
- Click-through URL(s)
- Legal / Rating Requirements

ALREADY-APPROVED CREATIVES

- Ad Units, Posters, etc.
- Key Art
- Product Image / Pack Shot
- Logos
- Photos / Stills

VIDEO

- 16:9 (widescreen) format, preferred
- 15-30 seconds
- 1080p resolution, preferred
- Video Codec: H.264



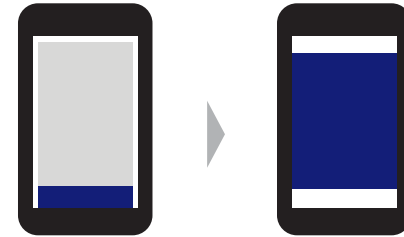
MOBILE

OVERVIEW: MOBILE

Mobile Adhesion Canvas is a 320x50* mobile banner that adheres to the bottom of the mobile screen. Expansion is static and can support video that plays in phone's native video player.

 [VIEW DEMO](#)

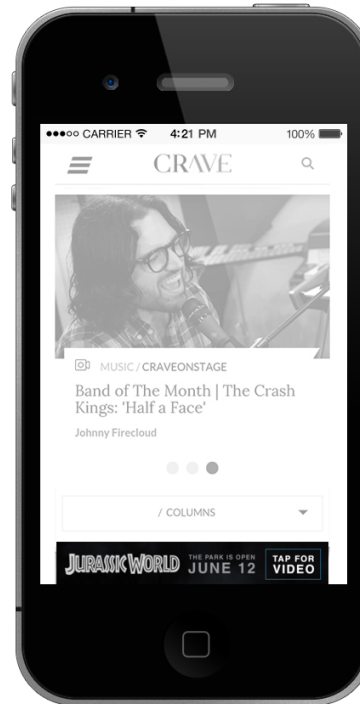
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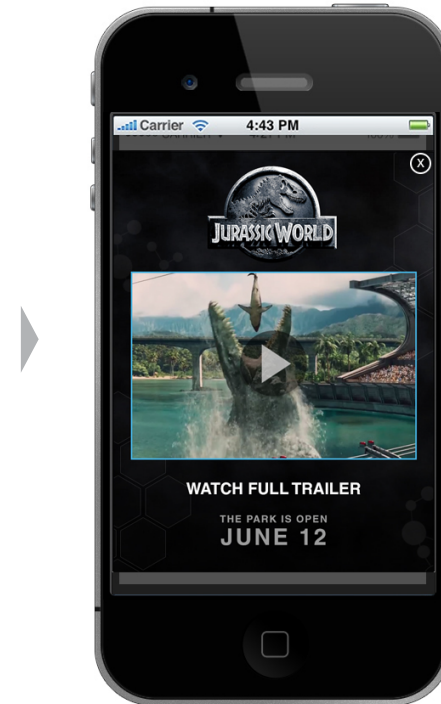
IN CONTEXT



[VIEW ON MOBILE](#)



COLLAPSED STATE



EXPANDED STATE

DETAILS & REQUIREMENTS: MOBILE

UNIT DIMENSIONS

COLLAPSED UNIT

- 320x50 (display size)
- 640x100 (actual size)*

EXPANDED UNIT

- 320x420 (display size)
- 640x840 (actual size)*

UNIT FILE SIZE

- 50 kB initial load
- 50 kB subsequent page loads
- 12 MB max payload

* Mobile Units are designed at double dimensions for HD-viewing on mobile devices.

ASSETS REQUIRED

HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator
- After Effects

FONTS

- TTF or OTF format

VIDEO SPECS

- Supports one video, max

FILE SIZE

- 1 MB Video

PLAY LENGTH

- 15 seconds, preferred
- 30 seconds max.

ADDITIONAL DETAILS

- Collapsed Unit adheres to bottom of mobile screen. As user scrolls, the unit remains at the bottom of the screen.
- Expansion is user initiated.
- User-initiated video auto-plays sound.
- Video plays in phone's native video player.

REPORTING METRICS

- Impressions
- Expansions
- Video plays
- Click-through
- Click-through rate

CREATIVE BRIEF / GUIDELINES

- Copy / Selling Points
- Release Messaging with Schedule
- Calls to Action
- Click-through URL(s)
- Legal / Rating Requirements

ALREADY-APPROVED CREATIVES

- Ad Units, Posters, etc.
- Key Art
- Product Image / Pack Shot
- Logos
- Photos / Stills

VIDEO

- 16:9 (widescreen) format, preferred
- 15-30 seconds
- 1080p resolution, preferred
- Video Codec: H.264